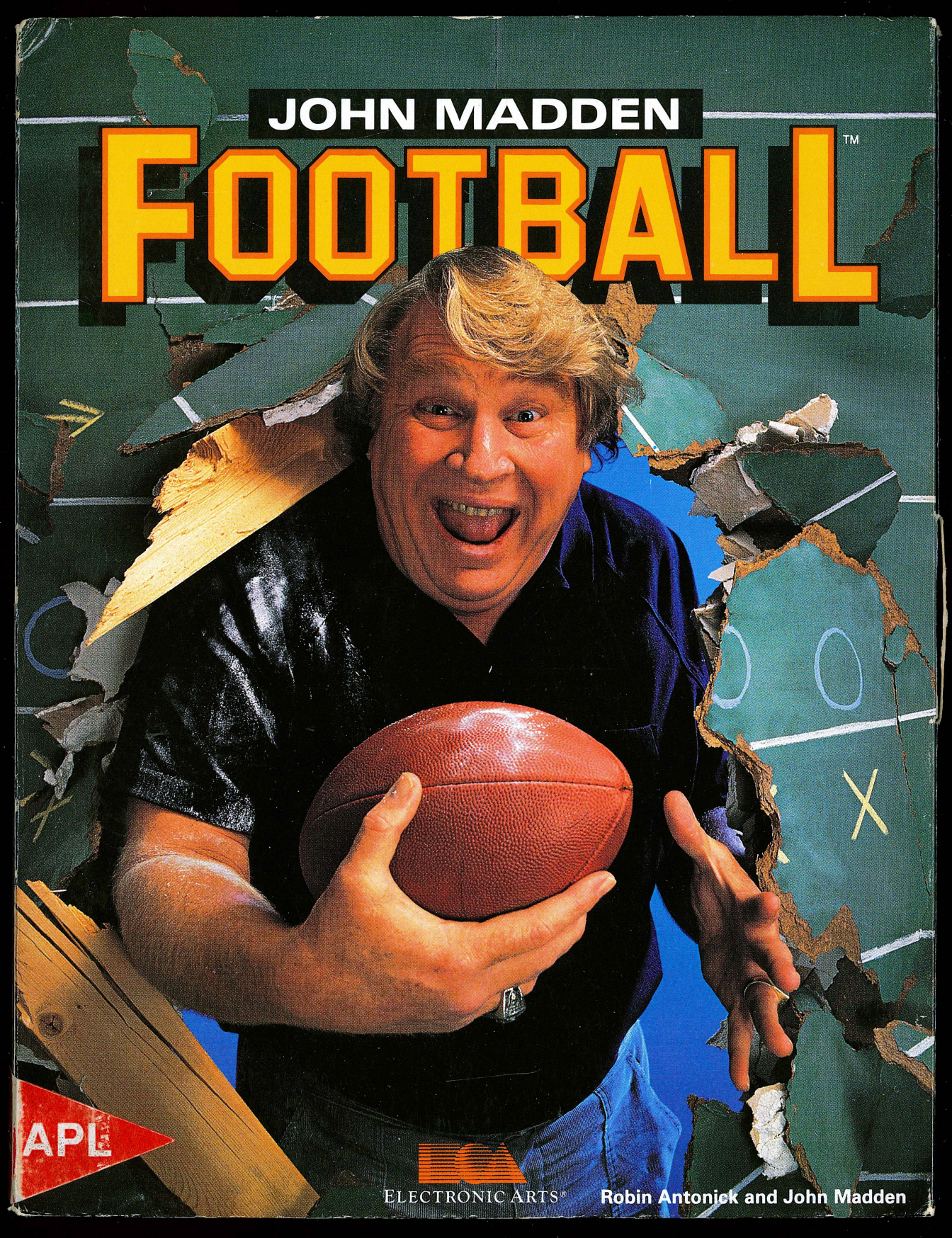
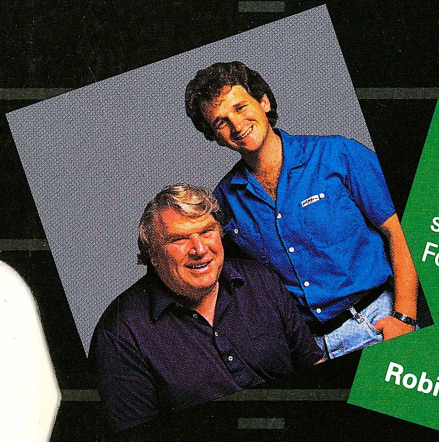

JOHN MADDEN
FOOTBALL
™
APL
ELECTRONIC ARTS®
Robin Antonick and John Madden



Fall, 1977 . . . Principia College. I flank left . . . defense in a 4-3. Robert goes in motion, no one goes with him—they're in a zone. I check the outside backer. On the snap I fire off the line, beat the bump . . . at 10 yards I curl around the OL. I can't see Steve, the QB, but hear the pass whistling toward me . . . "WAP" . . . 1st down. It is magic. This is the soul of John Madden Football—11 pro players, Madden and you creating magic together by kicking butt.

Thanks to Trip for believing in me and the project, to EA for the opportunity, to God for the intelligence and endurance, and most of all to my wife, Susan, whose support allowed me to pursue a dream, a dream come true—John Madden Football.

Robin Antonick

CREDITS

Game Design: Robin Antonick, John Madden and Trip Hawkins
Software Design: Robin Antonick
Software Programming: Robin Antonick and Ron Johnson
Graphics: Michael Kosaka
Package Design: Michael LaBash
Cover Photography: Henrik Kam

Package Design © 1988 Electronic Arts. Software © 1988 Robin Antonick.

About our company. We're an association of software artists who share a common goal. We want to fulfill the potential of personal computing. That's a tall order. But with enough imagination and enthusiasm, we think there is a good chance for success. Our products, like this one, are evidence of our intent.

This side: PROGRAM DISK, SIDE 1
Reverse side: PROGRAM DISK, SIDE 2

139702

JOHN MADDEN FOOTBALL™

by Robin Antonick & John Madden

ELECTRONIC ARTS®

APPLE II+, IIe, IIc, IIc+, IIGS*
64K; *in IIe emulation mode
NOT COPY PROTECTED

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ELECTRONIC ARTS®

The 10 Commandments
According to Madden

1. **Play 11-man football.** "Hey, if there aren't 11 players, it isn't real football."
2. **Use real players.** "I want the **All-Madden Team**. The big boys. The flakes. The crazies . . . my guys."
3. **Call plays from my offensive and defensive playbooks.** "I'm the coach, we use my plays. 81 plays in each covers the basics."
4. **Design your own plays.** "If I pop in the right play at the right time—POW—6 points."
5. **Give me realistic gameplay.** "There's a ton of goofball things that can happen on any given play like missed blocks, jukes and pancakes."
6. **Select Player Controlled Action or Computer Action.** "Sometimes I want to take a handoff, hit the Umph Button and jam it down your throat."
7. **Don't forget gameday conditions.** "Some guys aren't mudders. Some guys can't hold a block on grass. That's real football. That's in the game."
8. **Call audibles.** "If I don't like what I see when we line up I have to get out of it. One wrong play blows the whole game or costs the coach his job."
9. **Put in all the other stuff that happens.** "Injuries, penalties, time-outs, turnovers, interceptions, situation substitutions—they're a part of the game."
10. **Make your own league.** "When I build my own teams I need every pro player, player rating and key stat. I l-o-v-e being the commissioner."

Annual NFL Player Association player disks sold separately.

Madden Report: *It's a game of 1-on-1 matchups. Plan your attack.*

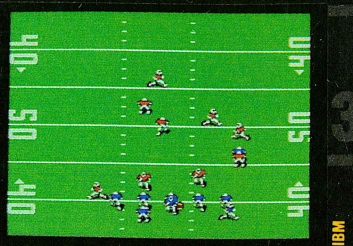
APPLE

Stadium View: *Shows the whole field for passes and kicks.*

IBM

The First Real Football Simulation

- **Player Ratings:** each player rated in up to 11 key areas.
- **Dynamic Simulation:** every variable impacts gameplay on every play. Player ratings, matchups, field conditions and more.
- **Realistic Running Game:** control key player, use Umph Button for extra juice.
- **Accurate Passing Game:** Crosshair passing feature for pinpoint sharpness.
- **3 Ways To Play:** Action Game, Strategy Game and Stat Replay Game.

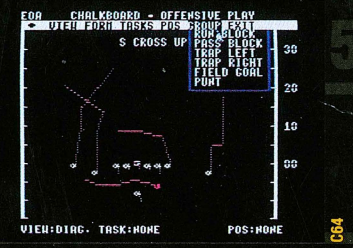


Action View: *Plays start in this perspective and scroll with the action.*

IBM

Complete Stats: *Better than the sports section. Instantly updated.*

APPLE



Play Editor: *Design and test offensive and defensive plays. Complete enough for a college coaching clinic.*

C64

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APPLE II+, IIe, IIc, IIc+, IIGS*
** in IIe emulation mode; 64K*
NOT COPY PROTECTED
5.25" disk drive required
Joystick required
2 blank disks required; 1-2 players
MADDEN FOOTBALL 1397

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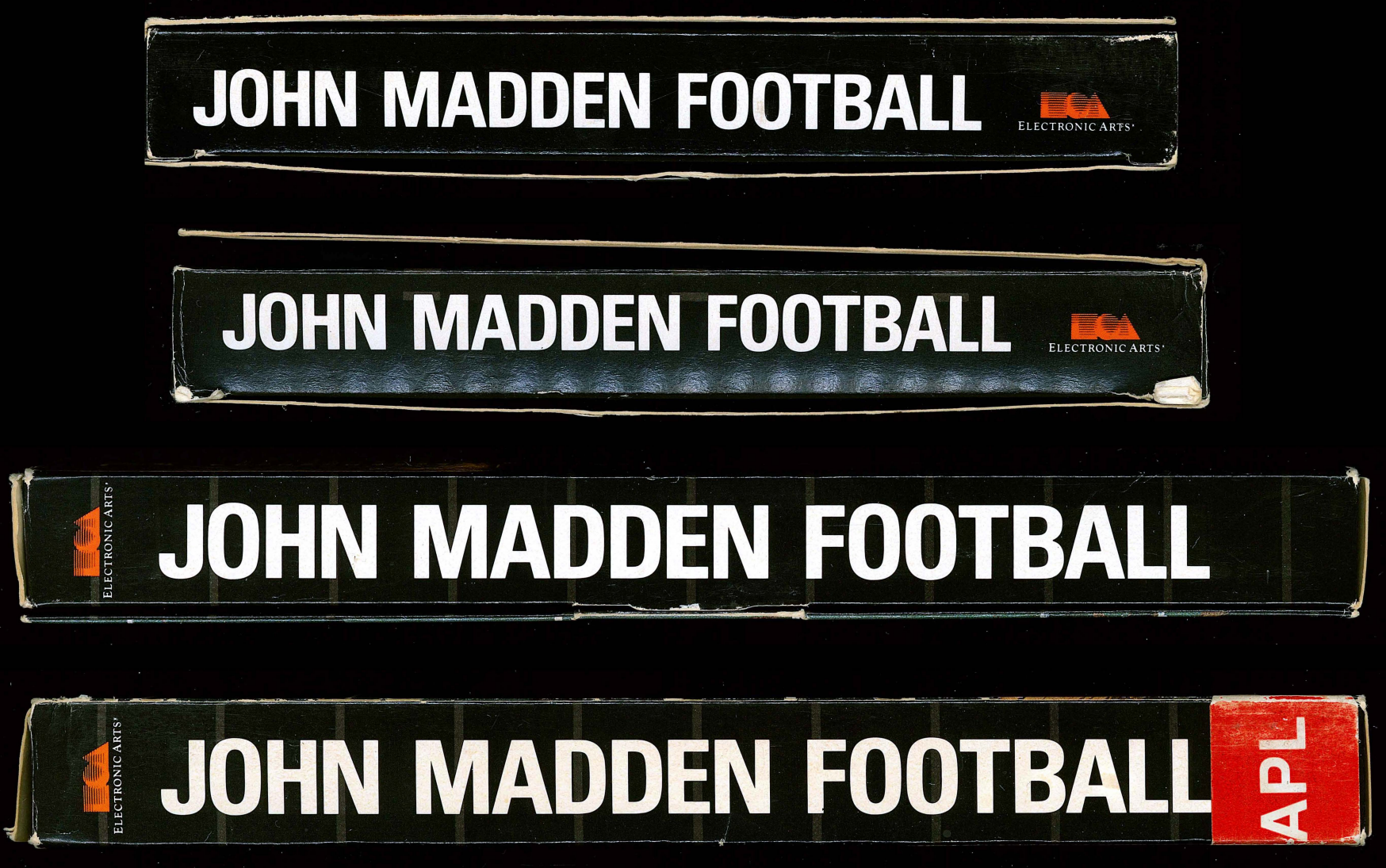
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